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March 1947

Consumers' guide



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Eighteen Months After

Eighteen months have passed since VJ-day. The first impacts of immediate post-war adjustments upon agriculture have been absorbed. Now comes the time for taking stock of the agriculture plant and consumer needs in terms of long-range peacetime policies for the production and distribution of the products of our farms and forests.

In discussing these long-time objectives without reference to specific recommendations for achieving these objectives, Secretary Anderson recently called attention to some basic long-range goals.

"The kind of agriculture we all want is the kind that will provide adequate supplies of farm and forest products and give farm people returns on their efforts that are on a par with those enjoyed by other groups who make comparable contributions to the general welfare.

"We all want to see greater efficiency in farm production and marketing for the benefit both of producers and consumers; we want to see an improved standard of nutrition and better living standards generally for farm families; we all want to avoid waste of our natural resources.

"In looking ahead to the means of achieving these objectives we are concerned with a desirable pattern of production and marketing for the future and not with reconversion to a prewar situation."

He pointed out that many felt that the end of the war would mean immediately shifting millions of acres from grains, oil crops, and cotton to pasture, summer fallow and other less intensive and more soil conserving ones.

"Actually things haven't worked out that way," he said. "The world is still hungry and short of food, in some cases desperately hungry. We have maintained maximum employment and high incomes in this country. For 1947 we have reduced acreage goals for some crops but increased them for others. Goals for 1947 call for continued over-all full production. They call for greatly increased production of sugarbeets, flax, and soybeans, but for smaller production of potatoes, truck crops, and eggs during the year ahead. The revised acreage goals for 1947, which have just been released, are about 1½ million acres under the final goals which were established for 1946, but they are some 12 million acres greater than the acreages actually planted in 1946. . . .

"We have asked for continued high wheat production. Our ability to export wheat is now limited only by our ability actually to deliver it at ports. Our wheat stocks will again be on a relatively low level this coming summer and my own experience during the last 2 years has been that we have tended to underestimate

rather than overestimate what we could sell abroad. . . .

"The same applies to cotton. Our cotton goal this year is up—slightly more than 23 million acres compared with only about 20 million acres in cultivation July 1, 1946. . . .

"The 1947 goals call for a substantial acreage of peanuts, and for real increases in the acreages of soybeans and flaxseed. . . . We have asked for all out production of both sugar beets and sugarcane. And even that won't be enough to satisfy demand.

"The goals call for high production of dairy products and of meat. I'm sure I need not remind you that American consumers have shown that they wanted more milk and meat, and that our average per capita butter consumption has been running at least one-third below the prewar level.

"If we are to have meat and milk we must have feed and so, the goals for corn and the other feed crops are high.

"Let me tell you, however, that the goals for 1947 don't call for more of everything. On the contrary, farmers have been warned that our needs will be smaller for eggs and commercial truck crops and that there should be substantially smaller production of potatoes in 1947 as compared with 1946.

"All this adds up to a good agricultural outlook for 1947. But it adds up to much more than that. It underlines and emphasizes the importance of maintaining maximum employment in this country and of encouraging foreign trade. In fact, a rather happy solution to many of our price and production problems could be worked out if we were sure that maximum employment could be retained and that we could find ways of maintaining or increasing our foreign trade in such commodities as cotton and wheat."

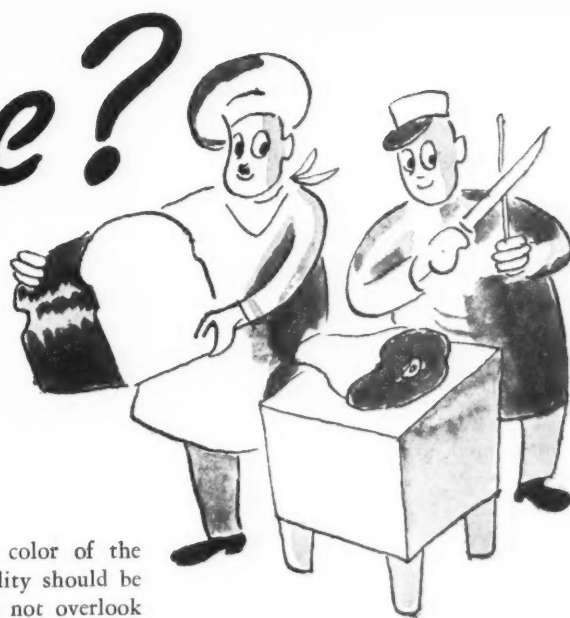
The Editor

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Do you agree?



On what you want in a loaf of bread or a pound of meat. Five thousand housewives have testified. Here they tell what they want from the butcher and the baker.

• The housewives of the Nation have spoken. They have told what they want a loaf of bread to be. They have said what qualities they want in a pound of meat. Five hundred and twenty-seven groups of them testified in schoolhouses, in church basements, in women's clubs. And through the American Home Economics Association they have made their voices heard.

They put meat under the scrutiny of their experienced shopper's eye and said what they looked for when they bought it. They did the same with bread. They examined 12 characteristics of a loaf of bread. Are there that many? Yes, here they are.

Important characteristics in a loaf of bread	Consumers voting specified characteristic most important in determining acceptability (percent)
Flavor.....	48
Texture.....	16
Keeping quality.....	8
Aroma.....	6
Color of crust.....	4
Tenderness of crust.....	4
Toasting quality.....	4
Thickness of crust.....	2
Slicing quality.....	2
Shape.....	2
Color of crumb.....	2
Freshness and other factors.....	1
No vote.....	1
Total.....	100

The housewives figured that a loaf of bread should have keeping quality, tender crust, should be flavorful and of nice texture.

They thought the color of the crust and the toasting quality should be considered. And they did not overlook slicing quality, thickness of crust, shape, aroma, or the quality of the crumb. All 12 points were voted on but about one-third of the women failed to vote on all the points.

Flavor, third on the list, came in first when the women were asked, "Which characteristic do you think most important in determining the acceptability of a loaf of bread?" Flavor was the winner and well in the lead. Forty-eight percent said that flavor was what they looked for.

On the question of liking or disliking whole wheat bread, flavor moved in once more. Flavor was the foremost reason for liking or disliking whole wheat bread. Three-fourths of the group said they liked it for its flavor. One-fourth of them couldn't take it because of its flavor.

Frequency of intentions	Consumers intending to buy a good loaf of whole wheat bread (percent)
Almost always.....	22
Frequently.....	28
Occasionally.....	28
Never.....	14
No vote.....	8
Total.....	100

However, when the housewives were asked, "Do you like whole wheat bread? Why? If a good loaf of bread were on the market, how often would you buy it?", about 70 percent of the housewives said

they liked whole wheat bread. There was a gap between their likes and their actions. Only 16 percent said they were using it "most frequently" at home. But flavor hit again. The same groups agreed that if there were on the market a good loaf, they would "almost always" or "frequently" buy it.

The dash of vitamins and minerals which the bakers have added to flour during the past 5 years, nutritional scientists say, marks a new era in the human diet. The demand for these additions has been so important that many States have put through laws requiring that bakers enrich their bread. Federal regulations during the war required all bakers to add vitamins and minerals to their bread. Now these Federal regulations are no longer in effect. It is up to the States.

Housewives were asked, "If your State has no law on enrichment of white bread, do you think that it should adopt such regulations now so that enrichment would be continued?"

Housewives in 11 States said there was no State law calling for enrichment of bread. Eighty-one percent of the women voting in these States declared that with the abolition of the temporary Federal statute requiring enrichment they favored a State law to take its place. Only 3 percent voted against it.

Then came the question of what the housewife looked for on the bread's gay wrapper. What did she want it to tell?

Bread being the staff of life, she wanted to know whether it was a sturdy staff. Forty-six percent said that they looked for the nutritional content and 46 percent said they wanted to know the net weight. Tying for second place were a statement of ingredients and the baker's name; thirty-four percent voted for each of these characteristics. The following table shows how the consumer lined up on the facts they should like to see on the labels.

Facts wanted on the bread label	Consumers wanting specified fact on bread label (percent)
Nutritional content.....	46
Net weight.....	46
Ingredients.....	34
Baker's name.....	34
Kind of bread.....	33
Date of baking.....	20
Number of slices.....	4
Thickness of slice.....	4
Amount of milk.....	3
Sliced or unsliced.....	1
Percent extraction, price, other.....	1

The weight of the loaf of bread has long been a measure of one's money's worth. Many States have put laws on their books requiring that weight be on the label. Other States have had no laws of that sort. Twenty-seven percent of the women interviewed in those States having no legislation of that sort voted for it. Three percent said they didn't want it and 70 percent didn't vote.

And they voted on something else—trivial but important. City dwellers in one-room apartments had a say in it. So did homemakers with large families in small towns and on farms. It was a question of what size loaf of bread they would like to buy. Although the survey does not tell the residence of the voters, 8 percent lined up solid for the half-pound loaf. Sixty-seven percent lined up for the pound loaf. Only 6 percent wanted 1½-pound loaves and 3 percent came through for 2 pounds. Sixteen percent didn't vote.

The size of the loaf in relation to price was considered in this question. "Would you buy a 2-pound loaf of bread were it available for 1 cent less than the price of two 1-pound loaves?" Here is the table on that one.

Frequency of intentions	Consumers intending to buy a 2-pound loaf at 1 cent less (percent)
Almost always.....	6
Frequently.....	9
Occasionally.....	22
Never.....	28
No vote.....	35
Total.....	100

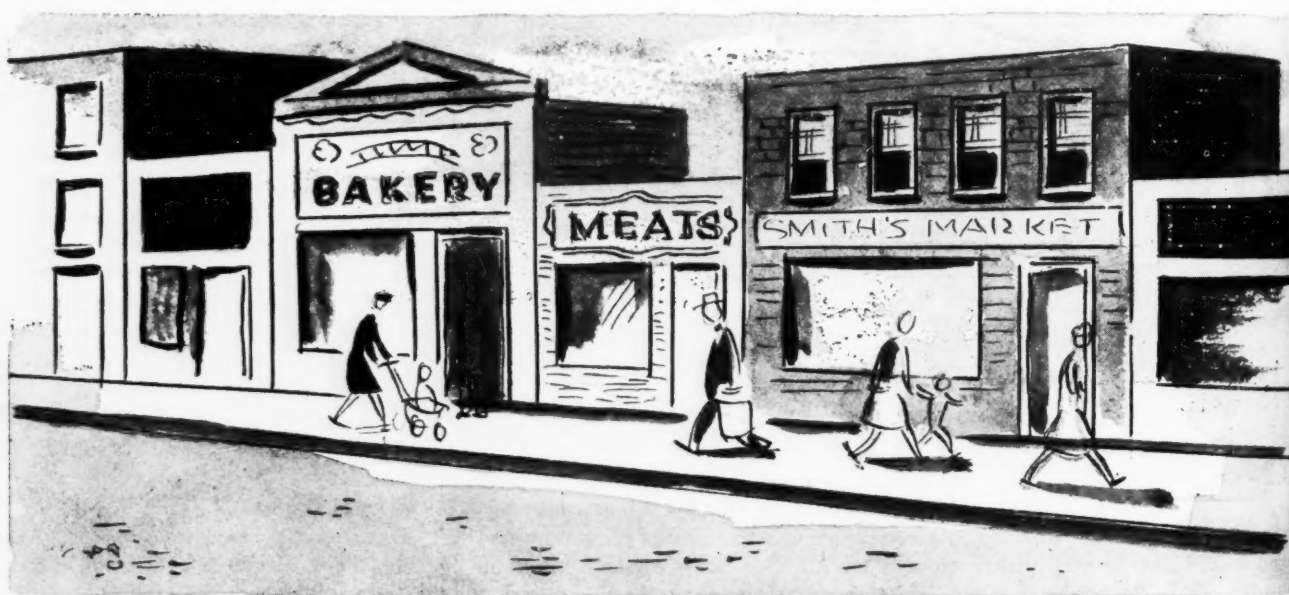
To slice or not to slice—that has been a question. During the war when we were saving crumbs a short-lived regulation prohibited the slicing of bread. It was soon removed. Consumers wanted sliced

bread. The housewives voted on "How thick the slice." This was the question, "If you buy sliced bread, do you favor the thickness of the slice?"

Thickness of bread slices	Consumers preferring specified thickness (percent)
1/4 inch.....	21
3/8 inch.....	48
1/2 inch.....	30
Other.....	1
Total.....	100

A few months ago the Government regulation was removed which made it mandatory for all meat to be marked choice, good, or commercial, according to its quality. The removal of this regulation, in effect during the war and for over a year after the termination of it, now makes the practice of marking meat according to its quality a voluntary proposition on the part of the packers. They can, however, continue to give this service if the consumer wants it.

With this fact in mind, the survey made by the American Home Economics Association, in which 5,000 consumers spoke on what they wanted in the way of meat and service in the butcher shop, is of particular interest. This question was asked the housewives at the time meat grading was mandatory, "Do you find the grade mark either stamped on the meat or posted near it? If you don't see a grade mark



identification, do you ask for it? Did you ask for Government graded meat before there was Nation-wide marking and grading of meat?" Only one-fourth of the consumers did not find the grade mark stamped on or posted near the meat they bought. Twenty-five percent asked about the grade if they did not see it. And before meat grading was mandatory only 12 percent of the women asked what grade of meat they were buying.

Query	Consumers answering		Consumers giving no answer
	Yes (percent)	No (percent)	
Is grade mark found on or near meat?	66	24	10
Do you ask for meat grade if not in sight? . . .	25	50	25
Did you ask for Government graded meat before it was universal. . .	12	50	38

However, in this survey made when grading was mandatory there was some dissatisfaction indicated with the method of marking the grades on meat. The

women were asked, "Are you satisfied with the present system of grade marking? If not, how do you want to be informed about the quality of the meat you buy?" In reply to this, 25 percent said that they were not satisfied. The dissonant voices suggested that all meat, including poultry, be marked with a grade mark that could be better seen and be more apparent to the shopper than the old method of the purple lettering of "choice," "good," and "commercial." Many suggested that a different color stamp should be used for each grade of meat when it is marked. For example, choice could be marked with green, good with red, and commercial with blue. This would make it possible for the shopper to see from a distance the grade mark. Here are the replies to the question.

Query	Consumers voting yes (percent)	Consumers voting no (percent)	Consumers not voting (percent)
Is present system of grade marking meat satisfactory?	68	24	8
Do you want pork grade marked? . .	14	4	22

Cutting practices also came under the scrutiny of the women. In answer to the question, "Are you satisfied with the pres-

ent cutting practices and if not, what changes do you want?", they lined up with 63 percent saying present cutting practices were satisfactory, 23 percent had unsatisfactory criticisms and 14 percent of them didn't vote.

They were also asked about their satisfaction with present trimming practices and given a chance to suggest changes which they might want. More than 30 percent of the consumers rated the present trimming practices as unsatisfactory and wanted the removal of more fat and bone before weighing. The score was 50 percent thinking the present trimming practices were satisfactory, 32 percent unsatisfactory, and 18 percent with no vote at all.

When asked whether they wanted more boned meat and if not, their reasons for not wanting it, 35 percent of the consumers came through with a vote against the extension of the practice of more boning. However, 52 percent wanted more boned meat and 13 percent did not vote.

The women were also queried on the way meat is cared for in the store, and what they like or dislike in the handling of meat in the stores. Improvements they would like to see put into effect, were commented upon. Generally, they wanted more cleanliness, they wanted better kept display counters, cleaner meat blocks and utensils. They wanted the butcher's hands clean and they asked for certificates of health for meat handlers.

So did 5,000 consumers have their say on bread and meat. Do you agree?



Long live our land

● Down in the free State of Maryland, the people cling jealously to the right to make up their own minds—and to say what they think.

One of the things that they're thinking and talking about is the farmer-directed soil conservation districts program under which soil erosion and water conservation problems of the State are being attacked on an acre by acre basis with the aid of the Soil Conservation Service. They are thinking and talking about this along with millions of other farmers in every State who are taking part in the Nation-wide program to save our soil.

It is significant then that, at a recent Maryland State meeting of a major farm organization, one of its officers said.

"As farmers we love the land. At least we should, or we ought not to be farmers. The land is like our lives. If we waste the land, it's like wasting our lives."

This simple statement by a farmer was the more impressive considered in light of the fact that not many years past, a large number of Maryland and other farmers considered soil conservation just a fad.

An extreme example of this attitude occurred less than a decade ago when an irate landholder turned on a Government soil conservationist who had innocently dropped by to offer to help the farmer in making the best use of his land according to its needs and its capability.

"Get off my land or I'll use this whip. It's my land and I'm not going to let any crazy conservationist mess it up with crooked furrows!" he shouted.

In another instance, a farmer had agreed to let his farm be used to demonstrate the benefits accruing from scientific conservation farming methods. But no sooner was the job started than he came with tears in his eyes to the Soil Conservation Service technicians who were constructing a contour terrace on his farm. He simply could not go ahead with the experiment in the face of ridicule of his wife and neighbors.

Editor's Note: This article is a discussion of the work of the Soil Conservation Service through the farmer-managed soil conservation districts. A previous article discussed the Agricultural Conservation Program administered by the Field Service Branch of the Production and Marketing Administration.



So reluctantly the engineers filled in the terrace and concentrated their demonstration efforts on farms of a few landowners who could take it.

As time passed, other demonstrations in the same vicinity proved the value of soil conservation in practical terms of larger yields and bigger cash returns that couldn't be laughed off. Then the farmer who had his contour furrow filled in asked to have it dug again.

Seeing is Believing

A quick drive through any of the Maryland or other States' farming communities which have made a good start on systematically attacking their soil conservation problems supplies a clue to the changed attitude of the Nation's farmers.

Even to the casual observer it's apparent that farms which show signs of carefully planned and faithfully executed soil conservation work are the most prosperous looking. The homes too have a well-tended look which suggests that the families who live in them live well.

The well-tended land seems to speak and say, "You take care of me. I'll take care of you."

But it's not the land alone that bears witness to those who heed its silent evidence. Many farmers bear witness too. Farmers who, a few years ago, somewhat skeptically decided to give the newfangled theory a try now count the benefits they have reaped by adopting systematic, comprehensive farm-conservation plans.

Take the evidence of the young Howard county farmer who was questioned regarding the family's experiences with conservation farming.

Slowly the young Maryland farmer began to list some of the ways conservation farming had proved itself on their farm.

The low piece of land down in the hollow hadn't been much account back in the days when they used their old system of farming. It was water-logged. Now, with proper drainage and run-off control, it is just about the best piece on the place.

Then that sloping field to the right. A third of the fertilizer along with some of the top soil used to wash away during the season. This debris would all pile up at the bottom of the gully, until the sediment was a foot or two deep in some places.

Since this same field has been planted according to the new plan in contour strips, all running across the slope—with strips of grass, hay, and cultivated crops alternating—the expensive fertilizer stays where it's put. And the irreplaceable soil stays too. A fellow doesn't have to do any fancy bookkeeping to prove that a kind of farming saves money.

Come a dry spell, the land that's planted in strips on the contour holds the moisture better too. All together this adds up to better crops, and bigger profits.

Then too, now that the land is set out on the contour, it's easier and cheaper to operate the machines round and round on the level than it was to puff up and down hill the old way.

That's the story of one Maryland farm that's changed over from the old, wasteful way of farming to the modern efficient way. It is a story that can be duplicated many times over, with variations, throughout the United States.

Small wonder that a number of neighbor farmers in Howard County, Md., have already followed the example of this farm family in putting a conservation plan into effect on their farms. Still others have applied to the soil conservation district to have their farms surveyed by soil conservation technicians so that they can start on a comprehensive scientific plan to treat every acre of their farms in line with its needs and its capacity to produce. That is fundamental, because land differs, just as people do. Consequently, the soil conservationists classify it according to its capability into eight categories. Class I, the best, Classes II and III which also can be cultivated, Class V which should be used only for grass or trees, and so on.

On a Larger Scale

Testifying to the benefits of soil conservation applied on a larger scale are the results obtained on the 1,268-acre prison farm at the Maryland House of Correction near Jessup, Md.

Now an enthusiastic apostle of soil conservation and all its works, Prison Farm Superintendent Harry L. Collins confesses that at first he was a bit doubtful whether he would be able to do a good all-round conservation job with only prison labor. Considering the big turnover on a prison farm, it seemed daring, if not foolhardy, to undertake a new kind of farming.

"What's the best way to take a cold shower?" asked one of the soil conservation technicians who was advising him.

"Jump right in," said Collins.

This he proceeded to do, starting with a field that was practically ready for planting with the corn running up and down hill.

Collins could see where the soil had been gully-ing away down the rows. The conservationist's explanation that planting the corn in strips across the gullies would retard the erosion sounded logical. Quickly Collins started his crew to work helping lay out the contour lines. They surprised him by taking an interest in the project, and they made good linemen.

That was in May, seven years ago. Today the entire State farm is being worked in accordance with a complete farm conservation plan.

Results have been gratifying. Under the old method the yield from 40 acres of corn was sometimes as low as 250 barrels. Last year, the corn yield was 398 barrels of graded corn and 37 bushels of short corn. That's an increase of nearly two-thirds.

Before 1939, the prison farm was averaging about 14 bushels of wheat per acre planted. Last year the yield was a little better than 22 bushels.

In the old days, the State farm used to spend \$3,000 to \$5,000 a year for hay and straw. In 1943, after strip cropping was fully established, the farm spent no money for hay and straw. The following year there was a carry-over of hay. In 1945, 41 head of feeder cattle were bought to use up the surplus but they couldn't eat it all up.

The farm also furnishes feed for a fine herd of 45 dairy cattle. These cows, incidentally, averaged 12,820 pounds of milk per cow in 1945. This is more than 3 times the State average of around 4,000 pounds. While this high production is in part due to the breed of the cows, which are all registered, Mr. Collins feels that a

considerable share of the credit should go to the fact that they are getting more and better hay since the State farm was put on a soil conservation basis.

Mr. Collins feels sure that the milk from the cows on the State farm is better and more nourishing to humans because of the soil conservation practices now in effect on the land. It stands to reason that good soil produces better food for human beings than does depleted soil.

Growing Interest

Such cases of successful conservation farming multiplied many times are convincing farmers in Maryland and throughout the country. Countrywide, complete soil conservation treatment has increased per acre yields by an estimated 20 percent, at least, in addition to saving power, seed and fertilizer, and machinery wear.

Today all but two of the free State's 23 counties are organized into conservation districts. The same trend is apparent throughout the United States as a whole. In less than a decade since the first Soil Conservation District was set up in Anson County, N. C., in 1937, 1,750 farming communities have voted to set up their own districts, covering close to a billion acres of farm land and nearly three-fourths of all the farms in the country.

This means that farmers in these districts have voted to attack their soil conservation problems systematically. Each district operates independently within the framework of its State law and in cooperation with a State conservation committee. The program is supervised by a board of local farmers who are elected by the district and serve without pay.

Soil conservation districts are empowered to call upon the Soil Conservation



Note the silt and sand that has washed out of this corn field. Note also the poor corn.

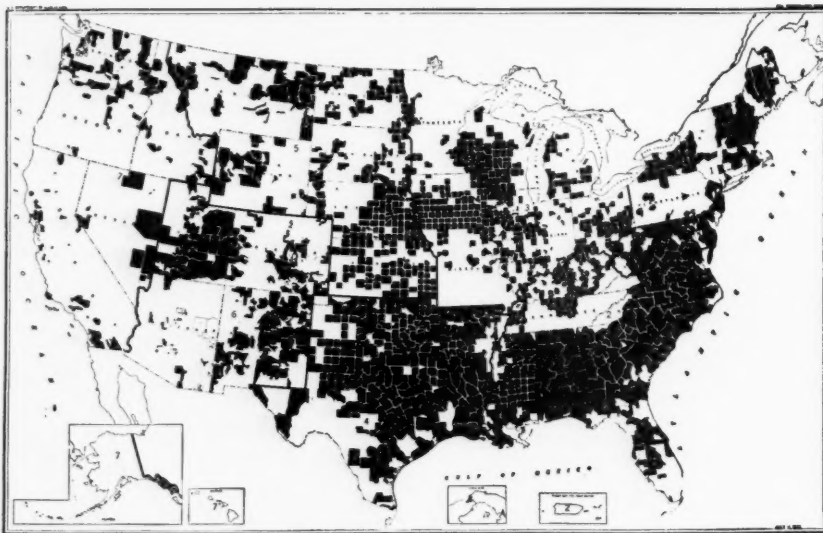


The owner of this farm built these terraces himself to help hold the soil and moisture.



To help prevent wind erosion, this field of stubble was treated with a one-way plow.

March 1947



This is a map of the 1,638 Conservation Districts established as of June 15, 1946.

Service and other agencies—Federal, State, or local—for technical advice and other help. Usually, the Soil Conservation Service technicians are asked to make a survey of the most urgent needs of the district and then to assist with the technical conservation planning and treatment. In some instances, the Soil Conservation Service lends equipment to a district. Again the farmers band together and buy the equipment themselves. Or they may employ private contractors to do terracing, pond building or other special work. Thus through group action the districts are able to meet urgent erosion problems that one farmer alone would not be able to combat.

Conservation practices and projects vary widely from district to district in accordance with the land use problems and with the farmers' needs in the particular community. All together more than 50 major practices—ranging from contour tillage, terracing, and strip cropping to pasture improvement, water developments, and farm woodland management—are employed in such combinations as needed in various parts of the country. Size of the districts also varies with the need. In one intensively cultivated area of California there are 10 districts in a single county, as compared to a Nevada district which stretches for over seven million acres.

At the end of 1946, about half a million farmers with a total acreage of 171 million acres were proceeding to put detailed acre by acre farm conservation plans, recommended by the Soil Conservation Service, into effect. As a result nearly 100 million

acres are now being treated in line with a scientifically prescribed plan. Individual farmers defray the cost of the improvements, aside from the technical help.

In The Nick of Time

This is rapid progress within a decade but action taken only in the nick of time, according to soil conservation experts.

Between 1895 and 1935, America was losing its topsoil at a rate of about a million acres a year, Dr. Hugh Bennett, Chief of the Soil Conservation Service, estimates.

Since that time, soil conservation measures have cut this down considerably. But we still lose probably 500,000 acres a year from erosion.

America can't afford this continued soil loss. Already our population has increased and our soil resources diminished to a point beyond which it is not safe to go. If we were to take all our unfit land out of cultivation today and use our remaining farm land according to its needs and ability to produce safely, we would have little more than the two and a half acres per capita under cultivation that are required to support our population adequately.

Just what needs to be done to make our farm land permanently productive is known as a result of a Nation-wide conservation needs study that has been made by the Soil Conservation Service. This study, results of which were compiled in 1945, showed that almost a billion acres of farm land in the United States needed complete soil conservation treatment. Dr. Bennett estimates the basic work can be

done in something like 20 years, if technical assistance, labor, machinery, etc., are made available. Thereafter will be the continuing job of maintaining the conservation work. The needs study also shows, State by State, the man and equipment years, seed and plants required.

To some city people, the farm may seem just a picturesque place that would be nice to visit sometime in the summer—or perhaps a peaceful spot to which to retire.

Few realize an estimated two-fifths to two-thirds of the raw materials used in industry are produced on farms. Industry also depends on farm markets to keep its sales records up and its pay envelopes full.

Most important of all, townspeople can't afford to forget the fact that they are dependent on farms for most of the food they eat and much of the clothing they wear. If the soil is lacking in essential elements not only does it yield less abundant harvests but also the food that it does give is of poor quality.

For these reasons farsighted townspeople are joining forward-looking farmers in recognizing that they have a vital interest in saving the land on which we all depend for life itself.



This is an air-view of a Pennsylvania farm planted in contour strips to save the soil.

Consumers' guide

We have
famine
for food

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for all

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March 1

Garden for fun



We have gardened for war and famine. This year we can garden for fun and quality produce.

• The month of March sounds the alert for all home gardeners.

In the warmer parts of the country they are planting now. In the areas where the earth warms later there are sure signs of action. Remembrances of last year's new green peas quick from the pod to the kettle, and the meaty sun-ripened tomatoes, and the green salads that hit the table just right, are now uppermost in the minds of millions of last year's gardeners. Present reminders of last season's work are on hand, too, in the remaining stock of home-canned products that did yeoman's service during a winter of food shortages and high prices. In fact coming to life again is the fun and challenge of gardening.

During the past war years and the year of famine and threatened famine around the world, the old-time gardeners and millions of new recruits came to the front and did their part toward filling the gap in food supplies. There were farm gardens for home canning and daily use. Gardens were

grown in the back yards of towns, at the edges of villages, and on suburban estates. They were planted adjacent to factories and worked by men and women who were putting in 6 days a week at machines. School children made gardens and city dwellers trekked at twilight to little patches of open land to put in a crop and harvest it. The job was well done.

Diets at home were supplemented with food that otherwise would not have been available. Food was released for our troops and our allies and later for the re-establishment of a war-devastated world. Victory gardeners did their part.

Now the green thumb of victory gardeners is itching again. No war emergency is driving them on; but the benefits of home gardening, recognized long before the war, are in postwar days dramatized by what gardens mean to the gardener and the community.

This year there will be gardens for good food, good health, and good living. These gardens, of course, will give us more assurance that we will have an abundance of fresh vegetables and fruits, to improve the national diet. At the same time they will make for the gardener, relaxation, spiritual

satisfaction, and a definite economic contribution to his food budget.

On the diet side home gardens can play an important part in the better health of the nation. Doctors and nutritionists have long pointed out the need of more vegetables and fruits, and also the fact that as a people we are a long way from eating them in quantities that make for the best general health. They advocate getting vitamins from the garden and orchard whenever possible, for there is vitamin A in leafy green and yellow vegetables, and tomatoes are rich in vitamin C.

The Basic Seven Chart, in which the Bureau of Human Nutrition and Home Economics sets out a pattern for a healthful diet, recommends one or more servings a day of leafy green and yellow vegetables, one or more servings a day of tomatoes and raw cabbage along with citrus fruits, and two or more servings a day of potatoes and other fruits and vegetables.

Some of the rewards for better health which come from a balanced diet rich in products of the garden are clear eyes, good complexion, sound gums and good digestion. According to Drs. McCollum and Simmonds the liberal use of protective foods in addition to their value as a preventive medicine, make for "preservation of the characteristics of youth." These protective foods, among which vegetables and fruits rank high, can do more for women than beauty shops.

We are a long way from achieving production and consumption in the amount of these foods that we need. The goal outlined by the Food and Agriculture Organization of the United Nations sets out the supplies of food estimated for 1950 as compared to prewar. It is made on a basis of 12 percent increase of population but calls for 48 percent increase in fruits and vegetables. That means a great bulge in production of commercial truck growers with home gardeners helping along.

Not only do the actual crops of home gardens that are consumed tend to bring up the amount of protective foods used, but also home gardens stimulate the purchase of fresh vegetables. In fact a study made of city families from data collected by the Bureau of Labor Statistics showed



There's fun and health for old and young in gardening. For office and factory workers it gives a change in pace in their activities. The rewards are more fresh foods.



that factory gardens must have constituted a pleasant introduction of many city dwellers to the vegetable counters of their stores. The purchase of vegetables by families having no gardens were compared to the purchases of families having gardens. The study revealed that the families who had gardens actually bought more or at least as many vegetables as they raised. It is apparent that the yields from their own gardens created an appetite that had not existed before.

The extent to which gardening constituted an incentive for further exploration in the vegetable kingdom by factory workers is pointed up by their participation in factory garden programs. The Ford Motor Company with the average number of 91,694 employees had 52,000 or 58 percent taking part in the home garden program. The Firestone Tire and Rubber Company at Akron with 16,000 employees had over 10,000 or 78 percent working their own gardens. The fact that the workers at this plant enjoyed their vegetables was shown when in a second year of factory gardening, carried on without the publicity campaign urging it, 25 percent more employees enrolled the second year than the first. This year it is anticipated that without the incentive of war or famine there will be an increase over the prior year.

These workers as well as the other millions who went into the gardens during the war, and who are going in this year again, got and will get out of their work more than the crop itself. The exercise which gardening entails is splendid for the city dweller who spends his day at a desk or a bench or a shop or factory. This exercise has the advantage of a strenuous sport and yet it can be so carried out that it can be geared to the individual's physical condition.

Watson B. Miller, Administrator of the Federal Security Agency points out that "the change of posture required for gardening is of immense benefit to the sedentary worker. Spading, planting, watering and thinning bring unused muscles into play to round out and maintain bodily development. The simple act of bending over to pull weeds sends additional blood to the brain, and with it more oxygen to refresh a tired mind. Stretching to tie up vines or pick high-growing fruit, fills and expands the lungs.

"Less obvious but equally important is the health reward to the gardener's nervous system, his mind and emotions," Mr. Miller says. "Contact with the outdoors, with soil and sunshine and growing plants, is one of the city dweller's best counterbalances for the strain of urban living. The contrast between his work and his garden hobby relieves tension and promotes relaxation."

Benefits of school gardens are many. School gardens can be made a part of the regular classroom work. Here in the actual soil, sowing the seed, and cultivating and harvesting the crop, lively interest in nature is aroused and there is a chance to study the science of plants and to establish habits of diet which include the eating of more vegetables.

Then the gardening experience can have deep effects upon the emotion and character of the child. In a disturbed and uncertain world when the child is frantically trying to adjust himself to the complexities of an intricate life, work in the garden gives repose and poise. For here is nature at work in her sure and timeless way. Here too in the sprouting seed is the whole mystery of life in all the world.

There is equal satisfaction for both child and adult in garden work. And there are satisfactions that come to the individual

in seeing the growth of the plant, and a feeling of accomplishment when the results of the care given the garden show up at harvest.

And then there is personal discipline established without a word from above. It is the discipline that comes from needing to do a task to get a result. Competitive instincts too are satisfied by the gardeners' triumph when the results of their handiwork are compared with those of other gardeners.

In addition to the cultural aspects of gardening and its stimulation of better diets, home gardening can be one means of forcing the improvement in fruits and vegetables offered for sale. Even as it has the tendency to increase the consumption of commercial crops it calls for their improvement. It makes the housewife look for better-quality vegetables.

So it is that this year's gardeners, relieved of pressure produced by the war or other emergencies, can go at their job for the pleasure of it with the end of producing for quality instead of quantity.



This boy is learning and doing a useful job in nature's classroom.

Consumers' guide

BIG news for home canners

• And it's really good news for America's 20 million home canners!

A more solid, scientific basis for home canning of low-acid foods is now ready for recommendation to housewives, thanks to 3 years of intensive scientific research by the Bureau of Human Nutrition and Home Economics.

In the past it has been necessary for home canners to rely rather heavily on experimental work done by commercial canners, even though industrial practices and equipment differ radically from those used in home canning. Commercial research helped the home canner by establishing the important fact that steam pressure is essential in canning low-acid foods to safeguard against botulism—a serious form of food poisoning.

Because the housewife in her kitchen cannot duplicate the precise methods of canning plants, however, it has been customary to allow for a generous margin of safety in recommending processing time for canning low-acid vegetables, meat and poultry in the home. As a result, excessive processing often made home-canned low-acid foods unattractive and low in vitamins.

New findings indicate that processing times for food in pint jars can be safely reduced from 25 to 50 percent below previous

recommendations. On the other hand, the processing time should be increased for asparagus, lima beans, corn, and beets—when packed in quart jars. However, research shows that most non-acid foods can be safely home canned with less severe heating under steam pressure than previously recommended. For example, processing temperature for meats is now set at 240° F. instead of 250° as formerly recommended.

To date, safe procedures have been developed for processing 12 popular vegetables, beef, pork, and chicken using home-type steam-pressure canners under home conditions. Special pains were taken to assure that the new procedure would safeguard against spoilage and botulism. To test the amount of heating sufficient to sterilize the foods, some packs were experimentally inoculated with spores which are even more heat-resistant than those of the *Clostridium botulinum* which causes botulism. All together more than 4,000 glass jars and tin cans of food were processed during the experiments, which are being continued to include other foods frequently canned in the home.

Many practical benefits will accrue to American families from this important research by the Bureau of Human Nutrition and Home Economics. By using the new

procedures, home canners will be able to turn out a product with better flavor, texture and vitamin value and a product that is safeguarded against spoilage and botulism. They can do this with a saving of time and fuel. Despite warnings, some homemakers have clung to inadequate methods of canning low-acid foods in a boiling-water-bath, oven or open kettle. To these, the new improved, steam-pressure processes offer a greater incentive to can low-acid foods safely and well.

New Directions for Canning Vegetables

In issuing the new direction tables, the Bureau of Human Nutrition and Home Economics emphasizes that:

The new process times and pressure are for foods prepared and packed according to the directions given and might not be adequate for foods differently handled.

GENERAL RULES—For processing choose young, tender vegetables, and can them quickly while fresh. Wash the vegetables thoroughly. If the directions call for packing the vegetables in hot cooking liquid and the amount of liquid is not sufficient, use boiling water.

These general rules apply for exhausting tin cans: If food is sufficiently hot (160° F. or higher) when packed in tin cans, no further heating is needed before sealing the cans and processing in the steam-pressure canner. But if food in the center of cans is below 160° F., or if no thermometer is available, heat the open tin cans of pre-cooked food in boiling water or steam for



Did any spoilage organisms survive the processing? These jars of food are being given a bacteriological test to find out the answer.



More than 4,000 jars and cans of food were processed in the 3-year study on which the new home-canning directions are based.



This girl is preparing to measure penetration of heat through food during canning.

10 minutes; then seal tin cans and process at once in the canner.

Altitude affects pressure requirements for canning. For every 2,000 feet above sea level, add 1 pound pressure to the 10 pounds ordinarily used for processing.

Following are the new processing directions for a number of popular vegetables. As space is not available for reprinting directions for all the 12 on which research has been completed, directions will be limited to some of the earlier vegetables, many of which are already appearing in southern gardens.

ASPARAGUS—Wash; trim off scales and tough ends; wash again. Cut into 1-inch pieces. Cover with boiling water; boil 2 or 3 minutes.

In glass jars: Pack hot to $\frac{1}{2}$ inch of top; cover with hot cooking liquid, leaving $\frac{1}{2}$ inch head space. Add $\frac{1}{2}$ teaspoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process pint glass jars 25 minutes, quarts 55 minutes, at 10 pounds pressure (240° F.).

In tin cans: Pack hot to $\frac{1}{4}$ inch of top; fill to top with hot cooking liquid. Add $\frac{1}{2}$ teaspoon salt to No. 2 cans; 1 teaspoon to No. 2½ cans. Exhaust if necessary (see above directions for exhausting tin cans). Seal tin cans. Process No. 2 and No. 2½ tin cans 20 minutes at 10 pounds pressure (240° F.).

BEANS, SNAP—Wash; trim ends; cut into 1-inch pieces. Cover with boiling

water; boil 5 minutes.

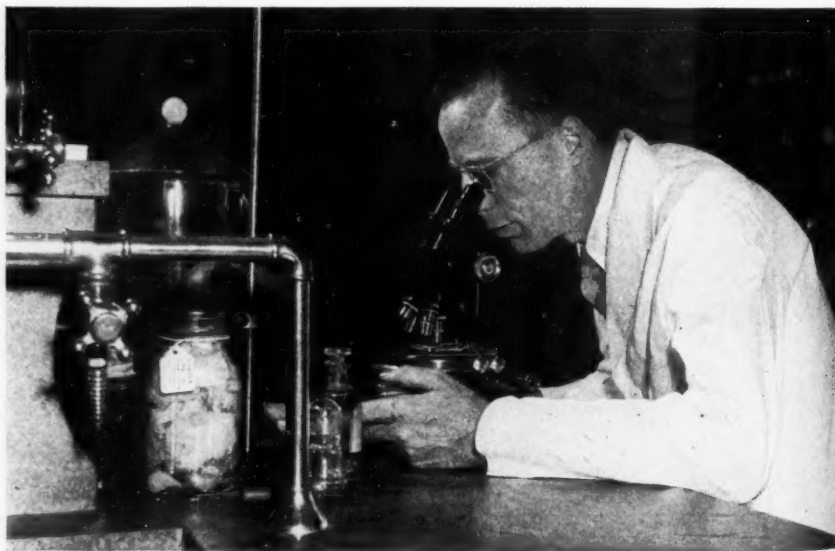
In glass jars: Pack hot to $\frac{1}{2}$ inch of top; cover with hot cooking liquid, leaving $\frac{1}{2}$ inch head space. Add $\frac{1}{2}$ teaspoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process pint glass jars 20 minutes, quarts 25 minutes, at 10 pounds pressure (240° F.).

In tin cans: Pack hot to $\frac{1}{4}$ inch of top; fill to top with hot cooking liquid. Add $\frac{1}{2}$ teaspoon salt to No. 2 cans; 1 teaspoon to No. 2½ cans. Exhaust if necessary (see above directions for exhausting tin cans). Seal tin cans. Process No. 2 tin cans 25 minutes, No. 2½ cans 30 minutes, at 10 pounds pressure (240° F.).

BEETS—Cut off tops, leaving taproot and 1 inch of stem. Wash. Cover with boiling water; boil until skins slip easily—15 to 25 minutes, according to size. Skin and trim. Can baby beets whole; medium or large beets cut in $\frac{1}{2}$ inch slices, halved or quartered, if necessary.

In glass jars: Pack hot to $\frac{1}{2}$ inch of top; cover with boiling water, leaving $\frac{1}{2}$ inch head space. Add $\frac{1}{2}$ teaspoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process pints 25 minutes, quarts 55 minutes, at 10 pounds pressure (240° F.).

In tin cans: Pack hot to $\frac{1}{4}$ inch of top; fill to top with boiling water. Add $\frac{1}{2}$ teaspoon salt to No. 2 cans; 1 teaspoon to No. 2½ cans. Exhaust if necessary (see above directions for exhausting tin cans). Seal tin cans. Process No. 2 and No. 2½ tin cans 30 minutes at 10 pounds pressure (240° F.).



A USDA scientist is counting bacteria under a microscope before testing the amount of heat required to kill them. Aim: to determine lowest heat needed to sterilize food.

PEAS, GREEN—Shell; wash. Cover with boiling water; bring to boil.

In glass jars: Pack hot to 1 inch of top; cover with boiling water, leaving 1 inch head space. Add $\frac{1}{2}$ teaspoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process pint and quart glass jars 40 minutes at 10 pounds pressure (240° F.).

In tin cans: Pack hot to $\frac{1}{4}$ inch of top; fill to top with boiling water. Add $\frac{1}{2}$ teaspoon salt to No. 2 cans; 1 teaspoon to No. 2½ cans. Exhaust if necessary (see above directions for exhausting tin cans). Seal tin cans. Process No. 2 and No. 2½ cans 30 minutes at 10 pounds pressure (240° F.).

SPINACH—Can only freshly picked, tender spinach. Pick over; wash thoroughly. Cut out tough stems and mid-ribs. Place about 2½ pounds in a cheese cloth bag and steam about 10 minutes or until well wilted.

In glass jars: Pack hot and loosely to $\frac{1}{2}$ inch of top; cover with boiling water, leaving $\frac{1}{2}$ inch head space. Add $\frac{1}{4}$ teaspoon salt to pints; $\frac{1}{2}$ teaspoon to quarts. Adjust jar lids. Process pint glass jars 45 minutes, quarts 70 minutes, at 10 pounds pressure (240° F.).

In tin cans: Pack hot and loosely to $\frac{1}{4}$ inch of top; fill to top with boiling water. Add $\frac{1}{4}$ teaspoon salt to No. 2 cans; $\frac{1}{2}$ teaspoon to No. 2½ cans. Exhaust if necessary (see above directions for exhausting tin cans). Seal tin cans. Process No. 2 tin cans 60 minutes, No. 2½ cans 75 minutes, at 10 pounds pressure (240° F.).

HERE COMES CITRUS

Record Crops of Oranges, Grapefruit, and Tangerines Provide Housewives With Thrifty Fruit Buys.



● Citrus is here in a big way—and still coming. Although a late freeze has hit Florida since an all-time record crop of oranges, grapefruit, and tangerines was forecast on the basis of February 1 conditions, a record crop of citrus was still expected.

Prospects on February 1 were for a total citrus crop of 204 million boxes. This includes nearly 119 million boxes of oranges, nearly 5 million boxes of tangerines, 66 million boxes of grapefruit, and nearly 14 million boxes of lemons. That's 18 percent more oranges than last year and almost 50 percent more than the 10-year average during 1935-44. It's 4 percent more grapefruit than was produced last year and almost two-thirds above the 10-year average. Tangerine production promises to be 14 percent above last year and nearly two-thirds larger than during the decade, 1935-44. While the lemon crop will probably be about 4 percent below last year, it promises to be about 21 percent above average.

This is cheering news to fruit-hungry consumers, since the plentiful crop spells abundant supplies of succulent oranges, grapefruit, and tangerines to add flavor and nourishment to their diets. Big supplies also tend to lower price. This makes citrus among the best buys on the fruit market.

Citrus fruits are important in the diet

for the generous amounts of vitamin C which they contain, as well as for their fine flavor which gives a lift to meals and snacks all through the day. Because the vitamin C in citrus is relatively stable, housewives who need to turn out a quick breakfast can squeeze the breakfast orange or grapefruit juice the night before and have it ready in the ice box to serve the next morning.

For such as prefer to use a can opener, the good word is that supplies of citrus juices will be abundant. Also supplies of canned grapefruit segments will be much more plentiful than last year, which was the first one since the war that the armed forces didn't take all the canned grapefruit segments. And already this year the citrus canning industry has produced more canned fruit segments than they did in the whole of the 1946 season.

In addition to the old stand-bys such as canned grapefruit juice, canned orange juice, canned lemon and canned citrus segments, a number of newer products are appearing on the market in increasing volume.

Tangerine juice is a relative newcomer. Until recently attempts to can tangerine juice weren't too successful as the product contained too much oil and deteriorated easily. Methods for manufacturing a palatable, stable product have now been developed, so consumers should be able to

find this new addition for their collection of canned fruit juices.

Canned fruit juice tastes better if it's aerated by pouring the juice several times from one glass to another. This restores the air that's removed in canning, helps restore the "fresh" flavor. It's the same idea as using freshly boiled water to make tea. Beverages tend to taste flat if the air is removed.

Another relatively new product is frozen single strength citrus juice which is marketed in retail packages like other frozen foods. This is a boon for homemakers who want to have "fresh" juice without going to the bother of squeezing it.

Another relatively new product is frozen concentrated citrus juice. This, however, is primarily distributed on a commercial scale, principally through dairies which reconstitute it and sell it in bottles. Frozen concentrated citrus juice has the advantage of saving shipping space, since a large part of the water is removed by a process originally developed by the Florida Agricultural Experiment Station. When reconstituted with water it has a flavor and food value which compares very favorably with fresh juice.

Commercial manufacture of citrus crystals in powder form is another innovation. This dehydrated product is said to be very flavorful when reconstituted but its manufacture is still in the infancy stage.

Potatoes on the upgrade.

● A superduper crop of potatoes, both in quantity and quality, was produced last season by our farmers. Another large crop is on the way this year.

And now it's only the "cream of the crop" that consumers will be getting if a plan urged by the Department of Agriculture is carried out. Recently the Department asked growers and shippers of potatoes to pack U. S. No. 1 grade potatoes with a minimum diameter of 2½ inches for round potatoes and 2 inches for the long type instead of 1½ inches which is the standard for U. S. No. 1.

Furthermore the Department wants to eliminate potatoes measuring more than 3¼ inches in diameter or 18 ounces in weight, even though present standards call for no limitation on maximum size.

The reason for this is the abundant supply of potatoes on hand and the bumper yields that can be expected in 1947. In both 1945 and 1946 our farmers harvested bigger and bigger crops. Nineteen hundred and forty-five's yield of 425 million bushels, then the largest crop on record, was produced from 200 thousand acres less planting than the 1934-43 average. For 1946 lower potato acreage goals were recommended. These goals were expected to produce approximately 373 million bushels. Instead production jumped to 478 million bushels. This made a surplus of between 90 and 100 million bushels of potatoes.

The reasons for this overproduction were that farmers in areas where potatoes didn't grow so well reduced their acreages while farmers in fine-producing regions increased theirs.

The new and efficient insecticides such

as DDT played their part too in doing away with insects and letting the whole crop come through. To top it off there were fine weather and growing conditions.

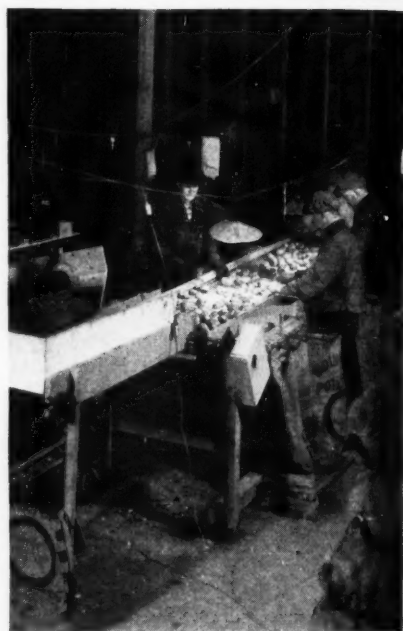
A surplus of last year's crop exists despite the fact that every effort was made to find useful outlets. Several million bushels will have to be placed in temporary storage, and a larger than usual supply in permanent storage. For some of these stored potatoes there will be no practical use.

So it is that the Department of Agriculture is urging the consumers to get the "cream of the crop."

It is well for consumers to take advantage of the bargains of quantity and quality and turn them into tasty nutritious dishes.

Here are some ways to use these superior quality potatoes:

The best way to save food values is to cook potatoes in their jackets. And of the two ways of cooking them in their jackets, boiling conserves more vitamins than baking. So even if the potatoes are to be served parsleyed, mashed, creamed, hash-browned, or in salad, start them on their way boiled in their jackets. When raw potatoes are called for in a scallop or soup, keep the peelings thin. Peel potatoes just before cooking. If allowed to soak, the potatoes lose some of their nutritional value. On the rare occasions when they must be peeled ahead of time, put them in salted water. Serve them quick-cooked and steaming hot. The longer they stand exposed to air, the more vitamin C they lose. Left-overs should be covered and kept in a cold place until you're ready to use them.



Better grade potatoes abundant.



Close up on the News . . .

Forward Step on World Food Front

A significant step toward world-wide cooperation to banish famine and maintain food prices at levels fair to both producers and consumers was taken on January 24 in Washington, when the FAO Preparatory Commission on World Food Proposals adopted a series of recommendations by which national governments can work together to this end.

The report has been forwarded to the Director General of the Food and Agriculture Organization. Next step is for him to transmit copies to each of the FAO member nations, to the international organizations concerned, and to the Executive Council of FAO for consideration. Later a date will be set for a general FAO conference to decide on further action.

Delegates from 17 governments were represented at the FAO Preparatory Commission meeting which adopted the recommendations. Also attending were observers from 16 other nations and representatives of 4 intergovernmental organizations.

It was agreed that action by national governments is the most practical course for reaching FAO objectives. The Commission—among other items approved—recommended that buffer stocks, set up as a measure to stabilize prices and guard against famine, should be administered nationally under internationally agreed rules instead of by any internationally financed agency. This recommendation is in line with a suggestion by the United States delegation and differs from the original proposal of FAO Secretary Sir John Boyd Orr as regards means but not as regards objectives.

So that national governments will have a yardstick by which to judge their own agricultural and nutrition programs, the recommendations provide for an annual review of accomplishments of the individual nations.

Formation of a World Food Council to serve during the year as a policy link between FAO and the member governments when the FAO conference is not in session was also recommended. The council, composed of representatives of 18 member governments, would review com-

modity situations, study needs for inter-governmental action on commodities, and help the FAO Director General in preparing the agenda and material for the annual FAO conference.

Sweetpotato Champions Market Their Product

Eight 4-H winners of the Sumter County, S. C., sweetpotato contest went to New York City on January 28 to sell a carload of their crop in the big city.

One hundred and sixty-one boys in 16 counties took part in the competition. Each boy planted 1 acre of a superior stock of sweetpotato, cared for it, and harvested it according to recommendations of the best methods known. Average yield was 267 bushels per acre of U. S. No. 1's.

Winners were selected on a community basis, since the object of the demonstration was to show neighbors and farmers that by cooperative production of a quality product and good marketing methods the individual grower may get full benefit of progressive methods. Sumter County won over the 15 other counties and the 8 highest winners in the county received the prize of a trip to New York from the food firm which cooperated in the plan.

The boys followed their sweetpotatoes from planting, through cultivation, harvesting, and marketing, all the way to a great city market and to the ultimate consumer. They had learned the fact, too often overlooked by farmers, that it is not enough to grow a product of superior quality. It must be marketed by intelligent, progressive methods, too.

Abundance of Spinach and Kale Forecast

March promises to be a good month for Popeye, the Sailor Man, and all his spinach-eating followers.

Prospect is that a good crop of spinach will be coming to market this month, on top of record supplies of canned and frozen spinach. During December, supplies of canned spinach in the hands of wholesale distributors were about double those of a year ago and stocks were moving slowly. Stocks of frozen spinach on January 1 were 60 percent larger than a year earlier.

Also in the green department and com-



peting with spinach for the vegetable shopper's money will be a bumper crop of kale in the eastern part of the country—20 percent larger than a year ago.

This all adds up to abundant supplies of greens. It means that the marketing housewife won't have any trouble in finding plenty of the leafy green vegetables that nutritionists say many of us eat far too little of. Abundant supplies of greens will also afford the housewife an opportunity to add a touch of spring freshness to winter diets. Also an important consideration in these budget-stretching days, abundant supplies make for lower prices.

Spinach and kale both rate high in vitamin-A value. They also help out with vitamin C. Like other leafy green vegetables, spinach and kale are good sources of iron. Kale is also a good vegetable source of calcium.

Cash in on Carrots

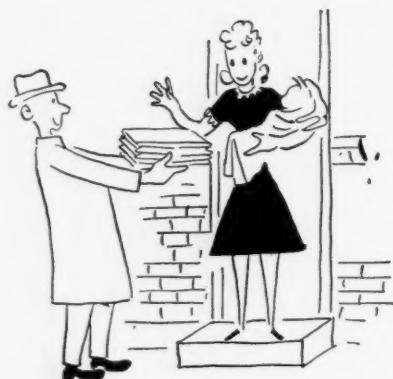
Carrots may not make your hair curly but just the same they will rate a preferred place on marketing lists this month.

Forecasts are for a big crop of winter carrots. It's expected that the winter crop, which is marketed from January through the early spring, will total about 8,322,000 bushels. This is 6 percent greater than 1946 production and 42 percent above average.

While prices earlier in the season held up fairly well, it's anticipated that larger supplies will bring lower prices. For this reason and because carrots are a good staple vegetable, many cooks will want to use them served raw or cooked, alone or in mixed salads, and in stews.

Carrots rank high among the vegetables for their vitamin-A value—and as such provide a relatively cheap source of this important nutrient. Like some other vitamins, vitamin A helps protect the body against infections. During the war, foods of high vitamin-A value came into prominence because of their use by aviators as a preventive of night blindness. Vitamin A is also important for good skin and good linings to nose and mouth and other body tissues.

GUIDE POSTS



Modern Treasure Hunt

A new sort of treasure hunt has been recommended by the Canadian Government to parents of grown-up children.

The idea is to dig through the attic on the chance that a stock of diapers is hidden away among the souvenirs. Canada is still in the throes of its wartime diaper shortage, you see. So a supply of diapers would be a most welcome gift to some young mother who is hard put to find this important item in the infant's wardrobe.

To give extra drive and push to the diaper treasure hunt, the Canadian War-time Prices and Trade Board suggests that members of church groups or other organizations collect idle didies and distribute them to homes where a real need exists.



Beware, Pepper Counterfeiters

Watch out. Pepper counterfeiters are abroad.

Sluths of the Food and Drug Administration are on the lookout to seize shipments of fake pepper which have gone out to many cities under false labels. A number of shipments have been seized and one

operator fined \$500 and put under 3 years probation for buying correctly labeled imitation pepper and repackaging it to sell as the real article.

Bona fide pepper dealers are wishing Uncle Sam all sorts of luck in catching the culprits, as they fear that the public might lose its taste for pepper if it's fed too long on an inferior imitation, made of corn starch, salt, and ground cottonseed hulls spiked with a dash of oil of pepper.

The pepper shortage and the high price of pepper together explain the recent boom in the pepper counterfeiting business. As supplies of real pepper increase and Government action against illegal operators begins to have a cumulative effect in retarding other potential violators, the situation should tend to clear up.



"Curses, Foiled Again"

That trio of old villains, sticking doors, windows, and drawers, stand to take a sound beating at the hands of the chemists of the Forest Products Laboratory in Madison, Wis. They have discovered a way to put an end to these disposition destroyers.

Nonswelling wood promises to be an answer to the frustrating nuisance of doors and windows that refuse to budge on hot humid days. It's produced by a special treatment with certain chemicals which penetrate the cells of the wood and retard swelling.

Besides contributing to happiness in the home, the new nonswelling wood will be more useful for many industrial purposes. The tendency of wood to swell, for example, makes it less valuable for use in the manufacture of aircraft.

Green Pastures to Order

Why not lengthen the pasture season to save winter feed costs—and make bossy happy?

"Why not indeed!" might well have been the response of the show-me Missouri farmer to such a surprising question. But, instead, Missouri farmers have shown it can be done. By following through on research findings of the Missouri Agricultural Experiment Station on improvement and development of pastures, farmers have been able to extend the pasture season to 7½ months. That's 1½ months longer than the normal 6-month season obtained under old farming methods.

Maybe that ain't hay—but anyhow it's a lot of feed. In fact, the extra feed obtained on the improved pastures during the extended pasture period was the equivalent of 37 million bushels of corn. When corn is worth 80 cents a bushel, Missouri farmers would profit to the tune of almost 30 million dollars from the extra feed.

Tapioca to You

Do you know your tapioca?

Why it's pudding, of course. Right, a dessert stand-by made from the tuberous root, manioc. But that's only a small part of the story of manioc as set forth in a recent issue of *Agriculture in the Americas*.

A widely grown food plant, manioc also goes under the names of cassava and mandioca. In tropical countries, it's a ranking foodstuff for millions of people who consume the root as bread, as a vegetable, and as an intoxicating liquor. In this country, tapioca flour is used industrially for many purposes, among them the manufacture of easily digested cookies and crackers.

Manioc roots contain a material which is toxic when the roots are eaten raw. This toxic material is removed by heating the root and pressing out the juice. After it's processed, however, the juice of the bitter variety of manioc is used as a condiment. This condiment, which is called cassareep, is a basic ingredient of the well-known West Indian dish called pepper pot.

LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast
over N. B. C. 12:15 a. m. EST
11:15 a. m. CST
10:15 a. m. MST
9:15 a. m. PST

Dramatizations, interviews, questions and answers on consumer problems. Tune in.
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Consumers' guide

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CULTURE

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